

NSTAR GreenCommunications Plan
December, 2003

Objective: Promote NSTAR Green to residential, small commercial/ industrial customers, and NSTAR employees to reach program's goals and objectives as outlined in the program plan.

Strategy: Communicate key messages to residential and small business customers using multiple, existing internal and external communication channels. Maximize partnership marketing including NSTAR's energy efficiency efforts, distributed generation application process and low-cost external partnership opportunities such as Green E and SmartPower marketing efforts.

Execution of corporate communications:

Audience	Timing	Channel
Customers	Pre-launch (Fall '03)	<ul style="list-style-type: none"> • Press Release • Web Page • Info/Reservation List
	Program Launch (tentatively – January 2004)	<ul style="list-style-type: none"> • <i>In Focus*</i> newsletter • Press event/press release • Web site
	February, '04	<ul style="list-style-type: none"> • Bill message
	Spring, '04	<ul style="list-style-type: none"> • <i>In Focus</i> • <i>Energy Trends**</i> • Bill Message
	Fall '04 <i>Ongoing</i>	<ul style="list-style-type: none"> • Web site • One on One Outreach with Account Executives and Community Relations Reps. • Application process for distributed generation program.
Employees	Ongoing	<ul style="list-style-type: none"> • TODAY*** • TODAY Extra (upon launch) • Intranet • Staff Meetings/Drop

		<ul style="list-style-type: none">–in sessions• Payroll inserts
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*In Focus is NSTAR's customer newsletter that accompanies bills.

** Energy Trends is NSTAR's newsletter mailed directly to mid-sized customers.

***TODAY is NSTAR's daily employee newsletter.

Long Term Strategy: On a regular basis, NSTAR will evaluate this approach and if permissible by subscription rate, will implement a broader communications/marketing plan.